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CAPE BULB COMPANY
SEBRING, FLORIDA

RETURN POSTAGE GUARANTEED

BEC. 34.66 P. L. & R.
U. S. POSTAGE
PAID
SEBRING, FLA.
PERMIT NO. 9



A New Approach To Merchandising
Fancy-Leaf CALADIUM Bulbs



- Excellent Profit
- Ideal for Display
- Competitive Price
- Self Selling

Display carton as pictured is 24x12x6 inches.
Height of box with display lid raised, 19½ inches.
Standard pack, 150 bulbs; 25 to each compartment.
Size of bulbs, Standard No. 1's (1½ to 2 ins. dia.)
Box contains 5 named varieties; 1 compartment assorted colors.
Pictures on inside of raised lid are in FULL COLOR.

Weight per case, approximately 24 lbs.

NOTE: This assortment is recommended. It is sales tested and made up according to proportionate demand. We will pack variations of assortment or solid cases of one variety.

SHIPMENTS start January 1st and continue to May 31st.

Price F.O.B. Sebring, Florida

\$26.50 PER BOX

TERMS: Cash with order unless credit established. To rated concerns our terms are Net 30 days, 2% 10 days. 5% discount for cash with order.

CONDITIONS FOR CREDIT ON BULB RETURNS

FULL MERCHANTISE CREDIT will be given on returns not exceeding 10% of the quantity ordered, provided such returns are received in good condition, prepaid, at our warehouse, Sebring, Florida, before July 1st.

There is hardly anything in the world that some man cannot make a little worse, and sell a little cheaper, and the people who consider price only, are this man's lawful prey.—John Ruskin

We have no quarrel with the fellow who sells for less. After all HE SHOULD KNOW WHAT HIS STOCK IS WORTH.

CAPE BULB COMPANY CALADIUMS ARE BETTER. We do not skimp on grading; we cure properly; we ship in rice hulls, as no other grower does; we grow our own bulbs. We do not operate this business as a sideline.

CAPE BULB COMPANY

SEBRING, FLORIDA

Florists' Plant List

It pays to buy good plants that are well grown and ready to sell. We have large stocks; immediate shipment. Our growing season in Miami goes right through the Winter.

NOTE REDUCED PRICES

PHILODENDRONS

Cordatum, 2 $\frac{1}{4}$ in., 3 plants	.25
Cordatum, 3 in., 4 vines	.40
Cordatum, 4 in., 8 vines	.75
Panduraeforme, 3 in., 50c; 4 in. pots	1.25
Dubia, 3 in., 50c; 4 in. pots	1.25
Hastatum, 3 in., 50c; 4 in. pots	1.25
Hastatum, 5 in., \$2; 6 in. Pots	2.50
Mandianum, 3 in., 50c; 4 in. pots	1.25

MINIATURES available in Panduraeforme, Dubia, Mandianum at

20c ea. for bareroot; 2 $\frac{1}{4}$ in. pots	.25
Monstera, 4 in., \$1.50; 5 in. pots \$2.00; 6 in., \$3; 8 in.,	4.00
Pertussum, 3 in., 75c; 4 in. pots	1.25
Pertussum, LARGE rooted cuttings	1.00
SYNGONIUM Trifolium, 3 in., 50c; 4 in. pots	1.25

DRACAENA Sanderiana, 2 $\frac{1}{2}$ in. pots	.25
Janet Craig, 3 in. pots	.50
SCHEFFLERA Seedlings BR, 7c; 2 $\frac{1}{4}$ in. pots	.20
POTHOS Greers Golden Yellow, 2 $\frac{1}{4}$ in., 3 plants per pot	.25

Marble Queen URC 15c; Pothos Marble Queen Rooted cuttings, 20c; 2 in., 1 plant, 20c; 2 $\frac{1}{2}$ in. 2 plants

Marble Queen propagating vines \$30 per 1000

CROTONS, Assorted colors, 2 $\frac{1}{4}$ in., 30c; 2 $\frac{1}{2}$ in., 50c; 3 in. pots	.75
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SANSEVIERIA Hahni, BR, Medium 10c; 2 $\frac{1}{4}$ in., 15c;	
BR, Large 15c; Extra Large	.20

NEANTHE Bella, Palm Seedlings, 6c; 2 $\frac{1}{4}$ in., 25c; 4 in. pots	1.00
NEPHTHYTIS, Green Gold, RC	.08
VARIEGATED NEPHTHYTIS (picturata) seedlings	.10
DIEFFENBACHIA Amoena, URC	.50
DIEFFENBACHIA Amoena 4"	1.50

FICUS Doescheri, Air layers, \$1; 4 in. pots	1.50
Pandurata, Air layers, 80c; 4 in. pots	1.25

CHINESE Evergreen, miniatures, BR, 4-6 leaves	.15
RHOEO Discolor BR, 15c; 2 $\frac{1}{4}$ in.,	.25

SPECIMEN Plants on cypress bark: Philodendron Panduraeforme, P. Dubia, P. Hastatum, P. Mandianum, and P. Pertussum; Pothos Greers Golden Yellow, and Syngonium Trifolium: 24 in., \$2.50; 36 in., \$5; 48 in., \$7.50 (Min. order 6 plants.)	
PILEA Cadierei, Aluminum Plant, R. C., 8c; 2 $\frac{1}{4}$ in.,	.25c

All orders booked subject to crop and prior sale. Prices net, f.o.b. Miami, Fla. Shipments travel at customer's risk. Claims for damage should be filed with carrier. No packing charges. Terms cash or satisfactory trade references to open an account. If you are rated satisfactorily in Dun & Bradstreet, we will ship open.

Plants in clay or paper pots, state which wanted. NO ORDER FOR LESS THAN 50 plants. Air freight is sometimes cheaper than rail express. Prices are per plant. 5% discount for cash with order.

CALADIUMS IN BULK

You may want to order your Caladiums by the hundred, in a selection of different varieties. Our prices, as advertised in the trade journals, are as follows, for bulbs of highest quality; per 100:

	Named	Mixed
1 to 1 $\frac{1}{2}$ inch dia. (No. 2 size)	\$12.00	\$10.00
1 $\frac{1}{2}$ to 2 $\frac{1}{2}$ inch dia. (No. 1 size)	18.00	16.00
2 $\frac{1}{2}$ to 3 $\frac{1}{2}$ inch dia. (Jumbo size)	25.00	22.00
3 $\frac{1}{2}$ to 5 inch dia. (Mammoth size)	40.00	35.00

Super-Mammoth size bulbs, up to 8 inches dia., in our selection of varieties, including Candidum, (the popular White) \$1 each, \$10 per dozen. Supply limited; order at once if you want to be sure of getting at least a few of these monster bulbs.

CALADIUMS—We are one of the largest growers; we ARE the OLDEST growers, having been in this business since 1927. Ask for our Color Circular on Caladiums. You don't have the right deal unless you have our Caladiums. See other side of this plant list, for our Caladium deal. This display box sells the bulbs on sight.

GET YOUR CALADIUMS From AMERICA'S FOREMOST GROWERS

CAPE BULB COMPANY

SEBRING, FLORIDA

CAPE BULB COMPANY
SEBRING, FLORIDA

1954

Please enter my order and ship at once:

Display Boxes Fancy Leaf Caladiums, as described in this circular.

bulbs No. 2 size, Named, Mixed

bulbs No. 1 size, Named, Mixed

bulbs Jumbo size, Named, Mixed

bulbs Mammoth size, Named, Mixed

Super Mammoth (offered named only)

Plants as follows

Name _____

Address _____

City _____ State _____

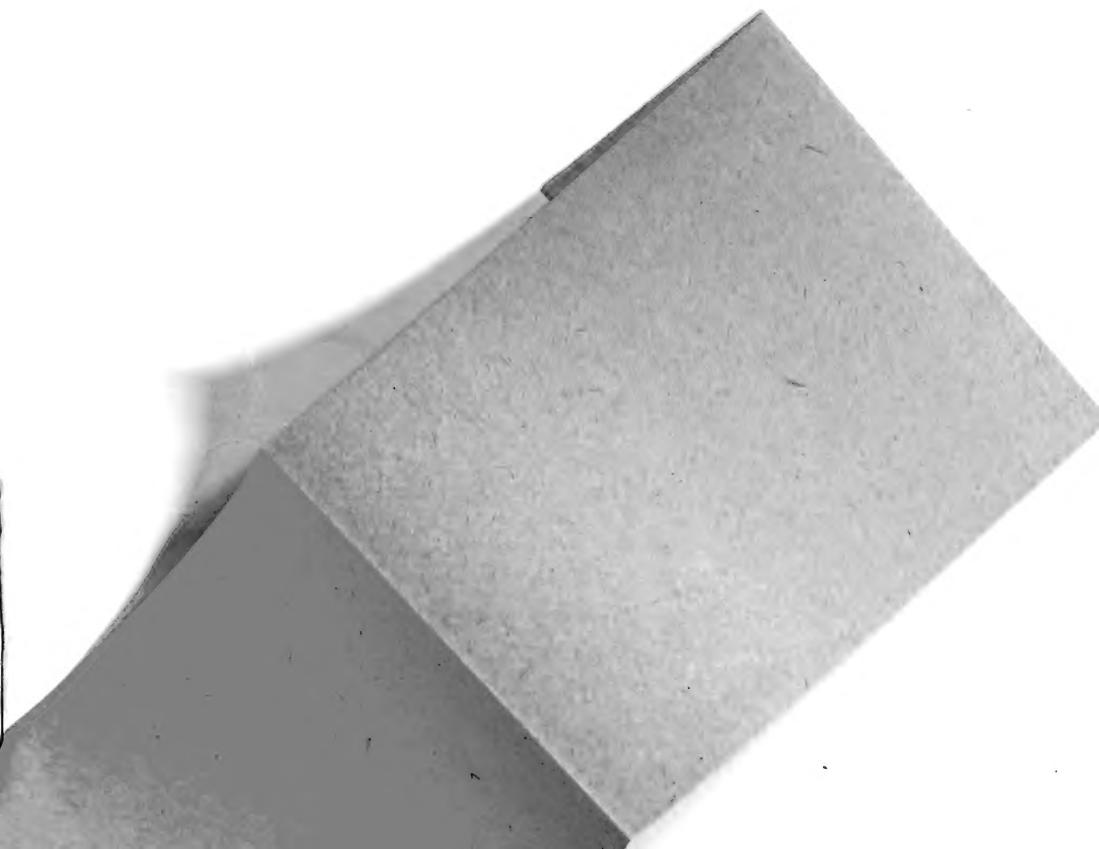
Ship to _____ Date to Ship _____

I enclose \$ _____

Send C.O.D. []

or

Charge to my account. []



1/31/55

Cape Bulb Company is a direct Sales Organization of Peninsula Bulb Co.

Thanks.